

What is claimed is:

1 1. A system for managing a plurality of participants to a event comprising:
2 a director having an address associated therewith for delivering the event to the plurality
3 of participants;
4 a plurality of participant managers installed within a network communication system and
5 logically connected amongst themselves and to said director thereby forming a hierarchy; and
6 a turnstile installed at and associated with each of the plurality of participants, each
7 turnstile logically connected to one of said plurality of participant managers in said hierarchy,
8 wherein said turnstile identifies one or more network elements in a communication path
9 between said turnstile and said director, and
10 wherein said director logically connects said turnstile with a particular one of said
11 plurality of participant managers based on said one or more network elements between said
12 turnstile and said director.

1 2. The system of claim 1, wherein said turnstile sends delivery statistics regarding
2 said associated participant to said connected participant manager; and
3 wherein said plurality of participant managers propagates said delivery statistics upstream
4 through said hierarchy to said director.

1 3. The system of claim 2, wherein said plurality of participant managers aggregates
2 said delivery statistics from those of said plurality of participants beneath it in said hierarchy.

1 4. The system of claim 1, wherein said associated participant presents said turnstile
2 with a ticket to the event to gain access to the event.

1 5. The system of claim 4, wherein said turnstile determines whether said ticket is
2 valid.

1 6. The system of claim 5, wherein said turnstile forwards a valid ticket to said
2 connected participant manager for authentication.

1 7. The system of claim 6, wherein said connected participant manager
2 communicates authorization to said turnstile upon determining said ticket is authentic.

1 8. The system of claim 1, wherein said director provides event information to said
2 connected participant manager.

1 9. The system of claim 1, wherein said turnstile prevents said associated participant
2 from receiving the event until a ticket associated with the event is authenticated.

1 10. The system of claim 1, wherein said turnstile prevents said associated participant
2 from receiving the event until a ticket associated with the event is determined to have been
3 provided to said associated participant.

1 11. A method for organizing a plurality of participants and a plurality of participant
2 managers in a hierarchy under a director comprising:
3 receiving a message from a sending participant manager at a receiving participant
4 manager, said sending participant manager and said receiving participant manager included in
5 the plurality of participant managers, said message including a level of said sending participant
6 manager;
7 determining whether said receiving participant manager should be attached in the
8 hierarchy to said sending participant manager based on said level of said sending participant
9 manager and a level of said receiving participant manager; and
10 if so, attaching said receiving participant manager to said sending participant manager
11 thereby forming the hierarchy.

1 12. The method of claim 11, wherein said determining comprises determining
2 whether said receiving participant manager should be attached in the hierarchy to said sending

3 participant manager based on said level of said sending participant manager, said level of said
4 receiving participant manager, and a level of an attached participant manager to which said
5 receiving participant manager is already attached.

1 13. The method of claim 12, wherein said determining comprises:
2 determining whether said level of said sending participant manager is less than said level
3 of said receiving participant manager.

1 14. The method of claim 12, wherein said determining comprises:
2 determining whether said level of said sending participant manager is less than said level
3 of said receiving participant manager; and
4 if not, determining whether said level of said sending participant manager is greater than
5 said level of said attached participant manager.

1 15. The method of claim 12, wherein said determining comprises:
2 determining whether said level of said sending participant manager is less than said level
3 of said receiving participant manager;
4 if not, determining whether said level of said sending participant manager is greater than
5 said level of said attached participant manager; and
6 if not, determining whether said level of said sending participant manager is less than
7 said level of said attached participant manager.

1 16. The method of claim 12, wherein said determining comprises:
2 determining whether said level of said sending participant manager is less than said level
3 of said receiving participant manager;
4 if not, determining whether said level of said sending participant manager is greater than
5 said level of said attached participant manager;
6 if not, determining whether said level of said sending participant manager is less than
7 said level of said attached participant manager; and
8 if not, determining whether said sending participant manager is closer to said receiving
9 participant manager than said attached participant manager.

1 17. The method of claim 11, further comprising:
2 multicasting an announce message to said sending participant manager from said
3 receiving participant manager.

1 18. The method of claim 17, further comprising:
2 sending an announce acknowledge message to said receiving participant manager from
3 said sending participant manager, wherein said message comprises said announce acknowledge
4 message.

1 19. The method of claim 18, further comprising:
2 determining whether a level of said receiving participant manager is less than a level of
3 said sending participant manager; and
4 if so, sending an announce acknowledge message to said receiving participant from said
5 sending participant manager, wherein said message comprises said announce acknowledge
6 message.

1 20. The method of claim 19, further comprising:
2 if said level of said receiving participant manager is not less than said level of said
3 sending participant manager, determining whether said receiving participant manager is closer to
4 said sending participant manager than a participant manager to which said sending participant
5 manager is already attached.

1 21. The method of claim 20, further comprising:
2 detaching said sending participant manager from said attached participant manager; and
3 multicasting an announce message from said sending participant manager.

1 22. A method for gating a participant access to an event comprising:
2 upon the participant attempting to access the event, prohibiting the participant from
3 joining the event;
4 determining whether the participant has a ticket;

5 if the participant has a ticket, determining whether said ticket is a valid ticket;
6 if the participant has a valid ticket, receiving information as to whether said ticket is an
7 authentic ticket;
8 if the participant has an authentic ticket, allowing the participant to join the event.

1 23. The method of claim 22, wherein said prohibiting comprises intercepting an
2 attempt by an event renderer located at the participant to join the event.

1 24. The method of claim 22, wherein said prohibiting comprises preventing an event
2 renderer located at the participant from launching.

1 25. The method of claim 22, wherein said allowing comprises allowing said event
2 renderer to join the event.

1 26. The method of claim 24, wherein said allowing comprises allowing said event
2 renderer to launch.

1 27. The method of claim 22, further comprising directing the participant to a ticket
2 provider if the participant does not have a ticket.

1 28. The method of claim 22, further comprising directing the participant to a ticket
2 provider if the participant does not have a valid ticket.

1 29. The method of claim 22, further comprising directing the participant to a ticket
2 provider if the participant does not have an authentic ticket.

1 30. The method of claim 22, further comprising attaching the participant to a director
2 through a hierarchy of participant managers.

1 31. The method of claim 30, wherein said step of receiving information as to whether
2 said ticket is an authentic ticket comprises receiving said information from said hierarchy.

1 32. The method of claim 30, wherein said step of receiving information as to whether
2 said ticket is an authentic ticket comprises receiving said information from a participant manager
3 in said hierarchy to which the participant is attached.

1 33. The method of claim 30, further comprising notifying said director that the
2 participant joined the event.

1 34. The method of claim 30, further comprising notifying said director that the event
2 ended.

1 35. The method of claim 30, further comprising notifying a participant manager in
2 said hierarchy to which the participant is attached that the participant joined the event.

1 36. A method for controlling, measuring and monitoring access by a plurality of
2 participants to an event comprising:
3 determining whether a participant has a turnstile installed in response to a request by said
4 participant to participate in the event;
5 determining whether said participant has a valid ticket to the event;
6 directing said participant to a source that delivers the event;
7 notifying a director that said participant has joined the event; and
8 monitoring the delivery of the event.

1 37. The method of claim 36, further comprising installing said turnstile at said
2 participant.

1 38. The method of claim 36, further comprising providing said valid ticket to said
2 participant.

1 39. The method of claim 36, further comprising notifying said director when the
2 event ends.

1 40. The method of claim 39, wherein said notifying comprises notifying said director
2 upon said participant closing the event.

1 41. The method of claim 39, wherein said notifying comprises notifying said director
2 upon completing the delivery of the event.

1 42. The method of claim 36, further comprising allocating, by said director, a fixed
2 number of valid tickets to the event.

1 43. The method of claim 42, wherein said allocating comprises allocating a fixed
2 number of valid tickets to content providers.

1 44. The method of claim 42, wherein said allocating further comprises allocating said
2 fixed number of valid tickets among a plurality of participant managers organized in a hierarchy
3 between said director and said participant.

1 45. The method of claim 44, further comprising restricting access to the event by said
2 participant when one of said plurality of participant managers exceeds its allocation of valid
3 tickets.